

## CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**American Rambler Productions**  
**138 Conant Street**  
**Beverly, MA 02494**

<u>Contract / Revision</u> 831607 /		<u>Alt Order #</u> 06361587
<u>Product</u> <b>ROMNEY FOR PRESIDENT</b>		
<u>Contract Dates</u> <b>10/03/12 - 10/09/12</b>		<u>Estimate #</u> <b>473</b>
<u>Advertiser</u> <b>Romney, Mitt/R/President</b>		<u>Original Date / Revision</u> 10/02/12 / 10/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WOIO</b>	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u> Give to AE		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WOIO	10/03/12	10/05/12	Action News at 6a	6-7a		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				3	\$150.00			
N 2	WOIO	10/08/12	10/09/12	Action News at 6a	6-7a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$150.00			
N 3	WOIO	10/08/12	10/09/12	The Early Show	7-9a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$100.00			
N 4	WOIO	10/03/12	10/05/12	The Early Show	7-9a		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				3	\$100.00			
N 5	WOIO	10/03/12	10/05/12	America Now	9-10a		:30			NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				3	\$125.00			
N 6	WOIO	10/08/12	10/09/12	America Now	9-10a		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$125.00			
N 7	WOIO	10/03/12	10/05/12	Let's Make A Deal	10-11a		:30			NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				3	\$1,250.00			
N 8	WOIO	10/03/12	10/05/12	Price is Right	11a-12p		:30			NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				3	\$2,000.00			
N 9	WOIO	10/08/12	10/09/12	Price is Right	11a-12p		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$2,000.00			
N 10	WOIO	10/08/12	10/09/12	Action News at Noon	12-1230p		:30			NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$2,400.00			
N 11	WOIO	10/03/12	10/05/12	Action News at Noon	12-1230p		:30			NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

<u>Contract / Revision</u> 831607 /		<u>Alt Order #</u> 06361587
<u>Contract Dates</u> 10/03/12 - 10/09/12		<u>Product</u> ROMNEY FOR PRESID
<u>Advertiser</u> Romney, Mitt/R/President		<u>Estimate #</u> 473
		<u>Original Date / Revision</u> 10/02/12 / 10/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-- WTF--				3	\$2,400.00			
N 12	WOIO	10/08/12	10/09/12	CBS Soaps	1230-2p		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$2,000.00			
N 13	WOIO	10/03/12	10/05/12	CBS Soaps	1230-2p		:30			NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-- WTF--				3	\$2,000.00			
N 14	WOIO	10/08/12	10/09/12	Action News at 4p	4-5p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$500.00			
N 15	WOIO	10/03/12	10/05/12	Action News at 4p	4-5p		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-- WTF--				3	\$500.00			
N 16	WOIO	10/03/12	10/05/12	Action News at 5p	5-6p		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-- WTF--				3	\$1,500.00			
N 17	WOIO	10/08/12	10/09/12	Action News at 5p	5-6p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$1,500.00			
N 18	WOIO	10/03/12	10/05/12	Action News at 6p	6-630p		:30			NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-- WTF--				3	\$2,500.00			
N 19	WOIO	10/08/12	10/09/12	Action News at 6p	6-630p		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$2,500.00			
N 20	WOIO	10/08/12	10/09/12	M-F 730-8p	730-8p		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$2,000.00			
N 21	WOIO	10/03/12	10/05/12	M-F 730-8p	730-8p		:30			NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-- WTF--				3	\$2,000.00			
N 22	WOIO	10/08/12	10/09/12	Action News at 11p	11-1135p		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$3,000.00			
N 23	WOIO	10/03/12	10/05/12	Action News at 11p	11-1135p		:30			NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-- WTF--				3	\$3,000.00			
N 24	WOIO	10/08/12	10/09/12	David Letterman	1135p-1238a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$500.00			
N 25	WOIO	10/03/12	10/05/12	David Letterman	1135p-1238a		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-- WTF--				3	\$500.00			
N 26	WOIO	10/08/12	10/09/12	Action News at 5a	5-6a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$150.00			
N 27	WOIO	10/03/12	10/05/12	Action News at 5a	5-6a		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-- WTF--				3	\$150.00			

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											1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 28	WOIO	10/06/12	10/06/12	Sat Early Show	9-11a		:30			NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1-				1	\$125.00			
											1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 29	WOIO	10/06/12	10/06/12	Sat Hour 3	10-11p		:30			NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1-				1	\$3,000.00			
											2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 30	WOIO	10/07/12	10/07/12	CBS Sunday Morning	9-1030a		:30			NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----2				2	\$2,000.00			
											1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 31	WOIO	10/07/12	10/07/12	Face the Nation	1030-11a		:30			NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$3,000.00			
											1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 32	WOIO	10/07/12	10/07/12	1130p-12a	1130p-12a		:30			NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$750.00			
Totals											74	\$99,250.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/09/12	74	\$99,250.00	\$84,362.50
<b>Totals</b>	<b>74</b>	<b>\$99,250.00</b>	<b>\$84,362.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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